

51851 7522



**Grand Union Company**

**R. J. Reynolds Tobacco Company**

**2nd Half "Winners Program"**

*RJReynolds*  
Tobacco Company

## "WINNERS" III

### REVISIONS

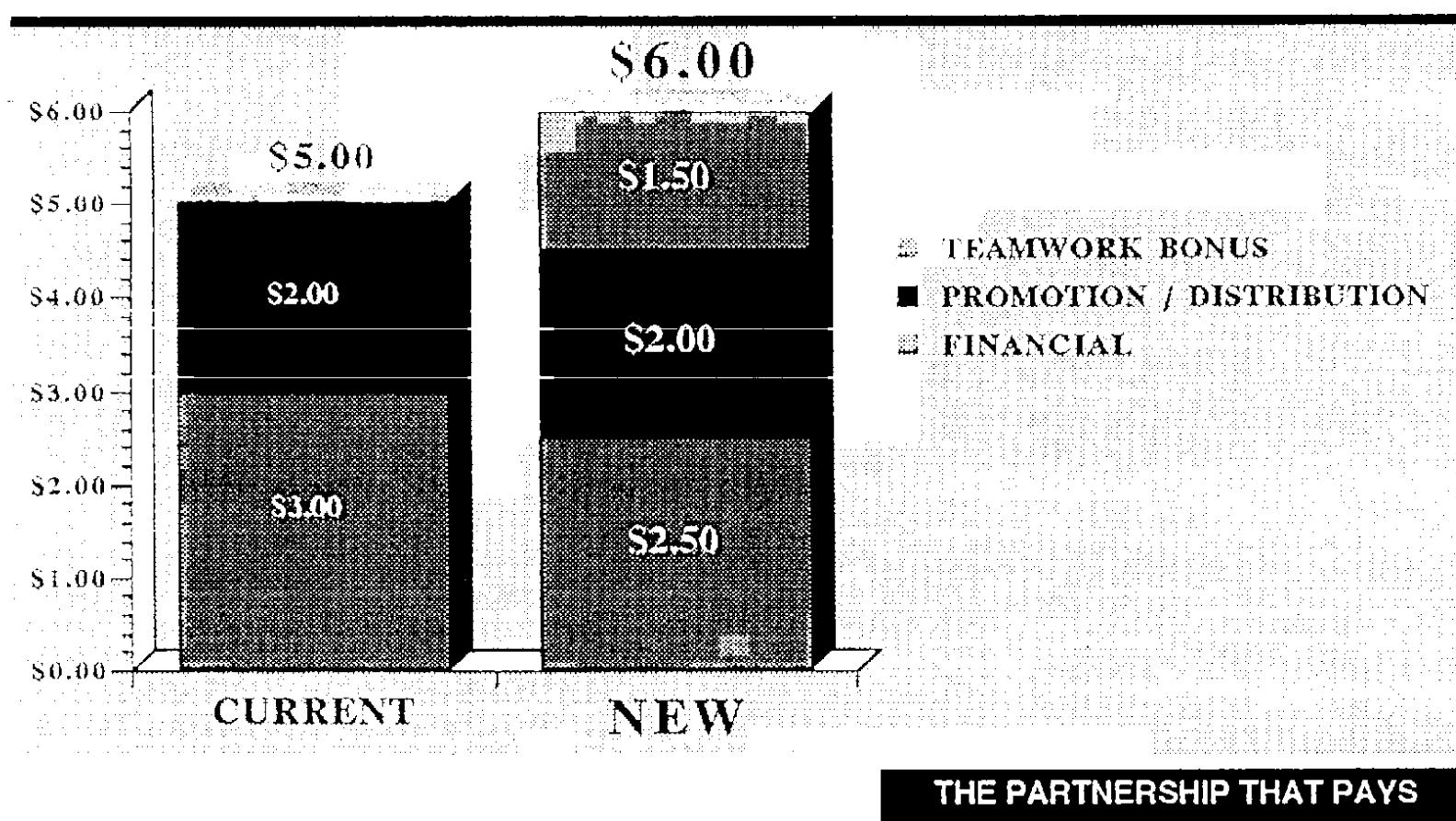
For 2nd Half Of 1992

- ALL FORSYTH PRODUCTS WILL BE INCLUDED IN ALL ASPECTS OF WINNERS
- MAXIMUM PER CASE POTENTIAL INCREASED TO \$6.00

THE PARTNERSHIP THAT PAYS

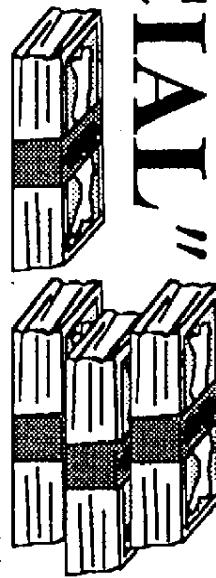


## WINNERS MAXIMUM PER CASE . . . PAYMENT COMPARISON



RJR  
R.J. REYNOLDS  
Tobacco Company

# "FINANCIAL"



• \$1.00 : MAINTAIN AVERAGE PAY DAYS AT 10 DAYS  
OR LESS (Including Forsyth Tobacco Products)

- OR -

• \$2.50 : PARTICIPATE IN RJR'S ELECTRONIC FUNDS  
TRANSFER (EFT) PROGRAM AT A MINIMUM RATE  
OF 75% BASED ON DOLLAR AMOUNT OF  
PURCHASES (Including Forsyth Tobacco Products)

THE PARTNERSHIP THAT PAYS

51851 7526



**PROMOTION / DISTRIBUTION  
\$2.00 per 12m case**

**ACCEPT RJR NEW BRAND STYLES / 6 MONTHS**

**AND**

**THE FOLLOWING 3 PERFORMANCE CRITERIA**

**AS DESIGNATED BY YOUR RJR REPRESENTATIVE**

**THE PARTNERSHIP THAT PAYS**

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## PROMOTION / DISTRIBUTION

\$2.00 per 12m case



**GAIN RETAIL DISTRIBUTION OF DESIGNATED  
RJR BRAND(s). (New Brands - within Three Weeks  
from Introduction.)**

**THE PARTNERSHIP THAT PAYS**



**PROMOTION / DISTRIBUTION  
\$2.00 per 12m case**

• ACCEPT EIGHT PACKAGE PROMOTIONS, FOUR EACH SIX-MONTH PERIOD, AS DESIGNATED BY YOUR RJR REPRESENTATIVE. PROMOTIONS MUST BE PLACED IN AREA WHERE INDIVIDUAL PACKAGES ARE AVAILABLE FOR RETAIL CONSUMER.

THE PARTNERSHIP THAT PAYS



## PROMOTION / DISTRIBUTION \$2.00 per 12m case

- PROVIDE YOUR SALES FIGURES (RJR and Competitive) TO YOUR RETAIL CUSTOMERS AS DESIGNATED BY YOUR RJR REPRESENTATIVE.

THE PARTNERSHIP THAT PAYS



# "TEAMWORK"

## *BONUS - \$1.50 per case*

### **REQUIREMENTS:**

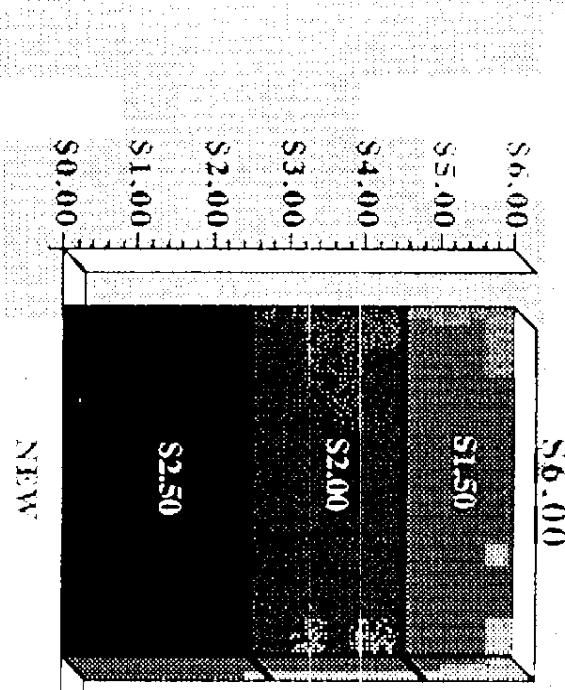
- EARN THE \$2.50 per case FINANCIAL PAYMENT AND THE \$2.00 PROMOTION / DISTRIBUTION PAYMENT (Total \$4.50)
- PROVIDE RJR A FAIR OPPORTUNITY TO MEET COMPETITIVE PROGRAMS OFFERED BY OTHER CIGARETTE MANUFACTURERS TO YOU OR YOUR CUSTOMERS
- PROVIDE RJR PRODUCTS AN OPPORTUNITY FOR DISTRIBUTION TO YOUR CUSTOMERS THAT IS EQUIVALENT TO THE OPPORTUNITY PROVIDED TO COMPETING PRODUCTS
- PROMOTE AND ENCOURAGE THE SALE AND DISTRIBUTION OF RJR PRODUCTS AT LEAST TO THE SAME EXTENT YOU PROMOTE COMPETING PRODUCTS

THE PARTNERSHIP THAT PAYS

*RJR*  
RJR Reynolds  
Tobacco Company

# REAL ATTAINABLE \$'S FROM RJR

- TEAMWORK BONUS
- PROMOTION / DISTRIBUTION
- FINANCIAL



NEW

THE PARTNERSHIP THAT PAYS



## WINNERS III

### 1st HALF 1992 PROJECTED EARNINGS

ACCOUNT NAME: Grand Union Company

### FIRST HALF 1992 CASES PURCHASED (Excluding Forsyth Tobacco Products)

PROMOTION / DISTRIBUTION: \_\_\_\_\_ CASES X \$2.00 = \$ \_\_\_\_\_

FINANCIAL : 6,896 CASES X \$2.00 = \$ 13,792

TOTAL \$ 23,573

THE PARTNERSHIP THAT PAYS

# WINNERS III

*RJReynolds*  
Tobacco Company

## 2nd HALF 1992 EARNINGS POTENTIAL ACCOUNT NAME: \_\_\_\_\_

### PROMOTION/DISTRIBUTION (Applies to Ship-to Location's)

(1st Half - Incl. Forsyth)

CASES PURCHASED

LOCATION	QUALIFIES	PERFORMANCE	PAYMENT
YES	YES	\$ 6,890	X \$2.00 = \$ 13,780
YES	YES		X \$2.00 = \$ .....

TOTAL PROMOTION/DISTRIBUTION PAYMENT \$ 13,780

FINANCIAL (Applies to Paying Office)

### PAYMENT OPTIONS:

10 DAYS: \$140 X \_\_\_\_\_ CASES = \$ .....

OR

75% EFT: \$2.50 X 6,890 CASES = \$ 17,225

TOTAL FINANCIAL PAYMENT \$17,225

### TEAMWORK BONUS

1st Half 1992 CASES PURCHASED 6,890 X \$1.50 =

\$10,335

2nd HALF 1992 WINNERS EARNINGS POTENTIAL = \$ 41,340

**THE PARTNERSHIP THAT PAYS**

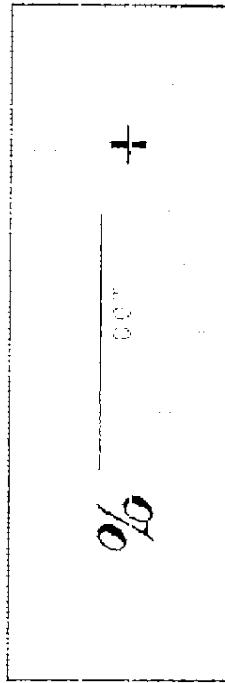
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# WINNERS III

## 2nd HALF 1992

### POTENTIAL EARNINGS INCREASE



THE PARTNERSHIP THAT PAYS